



REDEAMÉRICA

Business sector leadership to expand grassroots development services in the Americas

RedEAmérica is a fast-growing network of corporate foundations and corporations dedicated to people-centered grassroots development as the keystone for a large-scale poverty-reduction movement in the Americas. Created in September 2002 with 25 charter members, it now has 55. Included are many of the largest corporations in Latin America. Several U.S. and multi-national corporations are also members. RedEAmérica is based on two premises: that the best ideas for a community's economic and social progress come from the people themselves, and that the business community has an interest in supporting projects that enhance development and democratic self-governance in communities.

RedEAmérica grew out of more than a decade of Inter-American Foundation experience co-funding grassroots development with individual corporations and corporate foundations in several countries. As these organizations became more committed to the grassroots development approach, their interest in coordinating efforts across the region grew. At an IAF-convened meeting in Miami in 2002 to discuss and share experiences, the decision to create a formal network was made.

The network is governed by its assembly of all members who elect a council of directors and a general secretariat, currently the Polar Foundation of Venezuela. Network business leaders are directly engaged at the national level and are being supported by the head of Holcim Industries in Brazil and Harvard University to form a hemispheric forum. In 2005, RedEAmérica incorporated as RedEAmérica US, Inc.

Each member of RedEAmérica has its own financial resources and operates its own program. As members, they agree to focus their philanthropic activities on grassroots development and to measure results of their funding with a uniform set of indicators. RedEAmérica plans for continuous expansion and improvement of the effectiveness of its members' grant making. As new companies and corporate foundations enter RedEAmérica, they receive orientation, training, and off-the-shelf materials that will enable them to operate their funding and programs along RedEAmérica's guidelines.

In addition to their own work with community organizations, members are expanding partnerships with selected non-government organizations with proven track records. The combined impact of RedEAmérica members and their NGO partners will be further enhanced through a Global Fund for Grassroots Development, a program of RedEAmérica US, Inc. that will become operational in 2006. The Fund is designed to link RedEAmérica members to financial contributors from around the world. Together, the Network and the Fund will reach thousands of community organizations.

Members will pay all administrative and operating costs, so that every dollar received from the RedEAmérica Fund will go directly to the poor. Contributors will be informed of project outcomes as measured through the RedEAmérica standardized results measurement system.